



2023

INDIANA DESTINATION
DEVELOPMENT CORPORATION
ANNUAL REPORT 2023 | JULY 1, 2022 - JUNE 30, 2023

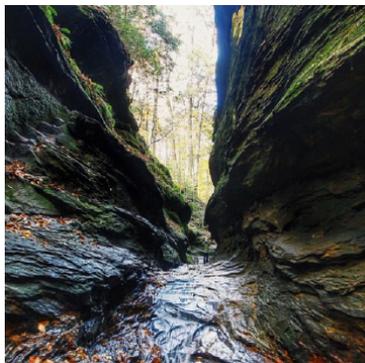
 **INDIANA**TM



IDDC AND 'IN INDIANA' CAMPAIGN REACHES SEVERAL MILESTONES



During the last year, IDDC saw great success from the 'IN Indiana' campaign. We rolled out a statewide engagement campaign; initiated the 'Home Again In Indiana' video series; opened an e-commerce store; funded 40 Indiana murals, and so much more. This aligns with the IDDC's mission to brand and promote Indiana; tell the state's authentic story; attract and retain visitors, talent, and graduates; and improve the state's image.



The 'IN Indiana' identifier has been adopted across the entire state. We partnered with INDOT to update existing welcome signs at Indiana's borders, which has reinforced our brand for the state. Over 650 individuals and organizations have joined the IN Indiana campaign and adopted the identifier to help promote the Hoosier State.

This coming year will herald a renewed effort to spread the authentic story of Indiana. The IDDC budget went from \$4.7 million to \$20 million. Our goals continue to focus on promoting our beloved state to a larger and farther-reaching audience.



Sincerely,



Suzanne Crouch

Suzanne Crouch
LIEUTENANT GOVERNOR



Elaine E. Bedel

Elaine E. Bedel
IDDC SECRETARY AND CEO



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ABOUT IDDC

IDDC CORPORATION BOARD

Lt. Governor Suzanne Crouch serves as the chair of the board.

Allison Barber, PhD (Indianapolis), President and COO of the Indiana Fever.

Matt Eckert (Schnellville), President and CEO of Holiday World & Splashin' Safari.

Stephen Ferguson (Bloomington), Chairman of the Board of Cook Group Incorporated.

Jamie Bohler-Smith (Danville), Executive Director/CEO at Visit Hendricks County.

Dana Huber (Borden), Vice President of Marketing and Public Relations at Huber's Orchard, Winery & Vineyards.

William Knox (Fishers), Founder/CEO Legacy Sports Group.

Under state statute, the Indiana Economic Development Corporation (IEDC) President or a designee will serve on the board. Executive Vice President of External Engagement Salena Scardina fills that role.

IDDC FOUNDATION BOARD

The Indiana Destination Development Foundation is a 501(c)3 nonprofit supporting organization of the Indiana Destination Development Corporation. The Foundation is organized and operated exclusively for purposes of the Indiana Destination Development Corporation.

Lt. Governor Suzanne Crouch serves as the chair of the board.

Shenita Bolton (Fort Wayne), Fort Wayne Community Schools, K-12 College and Career Readiness Manager.

Bernice Helman (Terre Haute), Co-owner and VP of Coldwell Banker Helman.

Jeff McCabe (Nashville), Chairman of Big Woods, Quaff On! and Hard Truth Hills.

Dana More (Munster), COO of Luke Family of Brands.

Mario Rodriguez (Indianapolis), Executive Director of the Indianapolis Airport Authority.

Judith Thomas (Indianapolis), Deputy Mayor of Neighborhood Engagement City of Indianapolis.

IDDC STAFF

QUICK HISTORY OF IDDC

On July 1, 2020, the Indiana Destination Development Corporation replaced the Indiana Office of Tourism Development. IDDC was established by the House Enrolled Act 1115, to position Indiana as the best place to live, work, play, study and stay. IDDC operates as a quasi-government agency.



Suzanne Crouch
Lieutenant Governor



Elaine E. Bedel
Secretary & CEO



David Holt
Chief of Staff & COO



David Buskill
Vice President
Partnership Development



Amy Howell
Vice President
Tourism, Marketing &
Communications



Noelle Szydyk
Director Sport Tourism
& Event Planning



Kyle Johnson
Director
Strategic Initiatives



Karen Momper
Director
Strategic Initiatives



Drew Griffin
Director
Policy & Analytics



Marc Steczyk
Director
Lincoln Amphitheatre



Grant Patterson
Webmaster



Nancy Jacobson
Community Engagement
Officer



Kori Peterson
Community Engagement
Officer



Hailey Reynolds
Digital Marketing
Strategist



Nate Riggs
Video Producer
& Graphic Designer



Justus O'Neil
Public Relations
& Social Media Officer



Sarah Agostino
Executive Assistant
Field Director



MISSION

Brand and promote Indiana to tell the state’s authentic story, to attract and retain talent, college graduates and visitors, and to improve the state’s image.

VISION

Increase the desirability of Indiana as a place to visit, live, work, play, learn, and raise a family.

STRATEGIC INITIATIVES

VISITOR ATTRACTION & CONVERSION

Knowing from research that visitors have a much better image of Indiana than out-of-state residents who have never visited the state, the IDDC will target visitors such as those attending conferences and conventions, sporting events and festivals, with messaging that promotes the benefits of becoming an Indiana resident.

TALENT ATTRACTION

The quest to attract talent is at the top of the agenda for every state and city in America. Given that competition, the IDDC has deployed research to determine which types of workers are most likely to strongly consider relocating to Indiana. Based on interviews with Indiana corporate recruiters as well as focus groups with workers around the country who are open to moving to a new state, the research shows that best prospects for relocation to Indiana are workers who already have some connection to the state. Those who grew up in Indiana, attended college here or have family living in Indiana were more likely to accept a position in Indiana. And because of the state’s advantages for raising a family – safety, low cost of living, strong education system, etc. – workers who are married and in the early family formation stage of life (no children yet or young, pre-school children) are prime prospects.

GRADUATE RETENTION

Each year, Indiana’s impressive collection of colleges and universities produces tens of thousands of college graduates. These new college grads have years to experience all the state has to offer, if they actually get off campus and explore Indiana. We know that experiencing Indiana will make them prime prospects for staying in Indiana. Specific marketing to students attending Indiana colleges and universities will encourage them to discover all Indiana has to offer both as visitors and residents.

PARTNERSHIP DEVELOPMENT

While state funding will always be the bedrock of IDDC’s financial support, there is also a role for non-state investment in IDDC’s initiatives from businesses/corporations, foundations, colleges/universities, municipalities, economic development agencies and tourism entities. These investments will range from direct grants and contributions to the IDDC, to sponsorships and buy-ins for specific IDDC programs or products. To facilitate the flow of private-sector dollars into IDDC programs, IDDC has established a foundation.

RESEARCH & REPORTING

The need for the creation of the IDDC was identified through a comprehensive research program prior to the agency’s launch. Research remains a top priority, both to focus the IDDC’s efforts and to measure its results.

LINCOLN AMPHITHEATRE

1500-seat covered venue located in Lincoln State Park

2021	2022
Total revenue = \$251,033.57	Total revenue = *\$429,944.91
Total attendance = 27,303	Total attendance = 23,107
Total season tickets sold = 841	Total season tickets sold = 784

* Higher revenue because of covid ripple effect. Single ticket sales now similar to 2019 numbers.

With a new patron entrance finished and functioning, phase 1 of a planned venue expansion has been completed and phases 2-5 are set to begin at the conclusion of the 2023 operating season. To date, nearly \$2 million revenue dollars have been reinvested into the facility since the Indiana Destination Development Corporation assumed management of the day-to-day operations of the Lincoln Amphitheatre in the summer of 2015. Attendance and revenue have all seen year-over-year increases (2020 aside) during that same timeframe, as well.

GENERAL FUNDS

USING OUR LEGISLATIVE BUDGET

We are appreciative of the support we're receiving from the legislature as a quasi-governmental agency. This page indicates how we are investing the General Fund dollars. In Fiscal Year 2023, the IDDC and Lincoln Amphitheatre received operating funds. The funding was spent as follows:



ECONOMIC IMPACT

Indiana tourism had another strong year in 2021. Indiana hosted 77.3 million person-trips. These trips generated \$13 billion for Indiana businesses, including lodging, transportation, restaurants, retailers and attractions, an increase across all categories. (2022 date not yet available)

77.3M VISITORS

These trips generated \$13 billion for Indiana businesses, including lodging, transportation, restaurants, retailers and attractions, an increase across all categories.

\$13.1B VISITOR SPENDING

Visitors spent \$13 billion in travel-related expenses, benefiting a broad array of IN businesses.



179K

TOTAL HOOSIER JOBS SUPPORTED

Indiana's tourism economy supported the employment of nearly 180,000 workers with more than 134,000 working directly in the tourism industry.

\$5.1B VALUE ADDED

Indiana businesses that directly served visitors saw value-added of \$5.1 billion in 2021



\$5.2B TOTAL WAGES & SALARIES PAID

About 40 cents went to pay Indiana workers \$5.2 billion in wages and salaries.

-\$526 HOOSIERS ON THE HOOK

Without tourism, Indiana's 2.6 million households would each have to pay \$526 more in state and local taxes to maintain current levels of receipts.

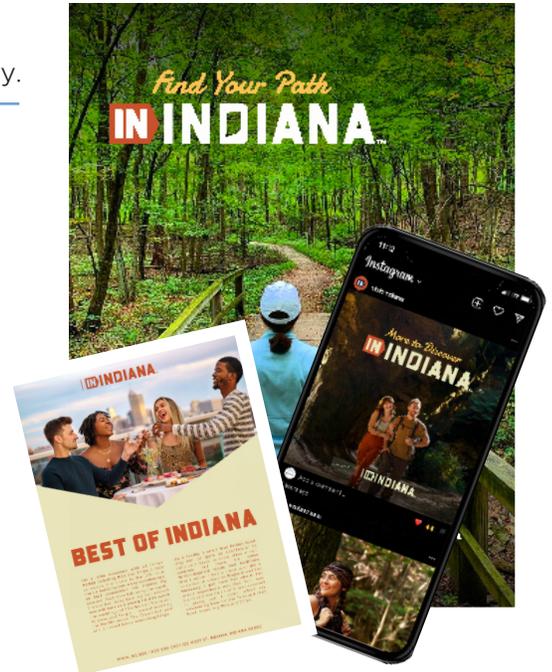
For every \$1 spent by visitors in 2021, 65 cents was retained in the Indiana economy.

INDIANA

LAUNCHED June 8, 2022

IN Indiana Campaign provided partners with FREE tools and customizable collateral to help tell the Hoosier State's story.

- The campaign's resources are available free of charge to every Indiana stakeholder.
- Spanning graphic design elements, photography, branding tools and brand pillars, the IN Indiana campaign functions as an open source messaging platform where voices from all over the state can come together and tell a bigger story than has ever been told.
- The IN Indiana design kit includes: logos, brand guides, social media templates, print collateral templates, tradeshow collateral, promotional items, digital ad templates, and more.
- Each resource is fully customizable for all Indiana stakeholders, allowing them to personalize their marketing efforts while at the same time presenting a unified front to potential visitors, future residents and companies looking to do business in Indiana.



WELCOME SIGNS

Governor Eric J. Holcomb partnered with the IDDC and the Indiana Department of Transportation to create new IN Indiana interstate signage welcoming visitors to Indiana, or welcoming Hoosiers home. INDOT interstate entry signs reading "More to Discover IN Indiana" are located on 19 interstate routes and 57 non-interstate routes.



ARTS GRANTS

In April 2023, Indiana Destination Development Corporation announced more than \$414,000 of grant funding for 38 IN Indiana Public Art Activation and IN Indiana Placemaking projects in 26 counties across Indiana. The IN Indiana Public Art Grant is a non-matching grant of up to \$10,000 to fund public art projects. The IN Indiana Placemaking Grant is a matching grant of up to \$25,000 to fund signage and placemaking efforts. Projects were selected based on quality of the submitted design, with preference given to high-view locations. It resulted in a diverse group of locations and projects from urban to rural settings, in both large and small communities, in different regions of the state.



INDIANA TRAVEL GUIDE

Visit Indiana published the 2023 Indiana Travel Guide, an indispensable guide to exploring the state. Content includes insider tips, inspiration and paid advertising throughout. 175,000 Travel Guides of the 300,000 printed were included with other out-of-state-publications; Chicago, Cleveland, St. Louis, Cincinnati, Columbus (OH).

E-COMMERCE

IDDC launched a new e-commerce web page, IN Indiana Store on March 1, 2023. The online store features apparel and novelty items with original designs focused on what makes Indiana a great place to live, work, play and stay. The web page is a collaborative project with United State of Indiana, a West Terre Haute-based company.



IN INDIANA ACTIVATIONS

Toolkit Downloads: **1250+**

Activations: **650+**



MARKETING EFFORTS

SUMMER TOURISM

June 7 – Sept. 5 of the “IN Indiana” campaign. Conversion objectives on the website performed well, with nearly 700 toolkit downloads since launch, 440 new email signups, 2,300+ brochure downloads, and over 1,000 trips built.



SUMMER ROI

The IDDC 2022 campaign produced almost **1 million** incremental trips to Indiana (864,000 out of state travelers) and generated a **6 to 1** return on investment. Every \$1 invested in the 2022 summer advertising campaign generated \$50 in direct visitor spending and \$6 in new taxes for the state.



STUDENT CAMPAIGN

In an effort to retain more Indiana graduates, the IDDC ran a student-focused advertising campaign on the following mediums: Google & YouTube, Meta, TikTok, Simpli.fi, and various streaming platforms. The campaign generated over 7.4 million impressions in 2022.



FALL TOURISM

Sept. 6 – Oct. 31 of the “IN Indiana” campaign. Display advertising continued to perform well, and the Fall landing page engagement rate was notable at 65% which expects to increase up to 70%. Mobile sessions increased as a result of continual site optimization.



DOGS IN INDIANA

IDDC launched a contest to engage with Indiana dog owners. Entrants submitted photos of their dogs for a chance to win a note from Indiana’s first dog, Henry; an exclusive ‘More to Discover IN Indiana’ dog bandana; and a feature as one of the Cutest Dogs IN Indiana on the Visit Indiana social channels.



PORKTOBER

Porktober returned during October 2022. Diners celebrated by visiting locally owned restaurants on the Tenderloin Lovers Trail. The trail can be found on the Indiana Culinary Trails Passport, which was launched by Lt. Gov. Suzanne Crouch, the IDDC and Indiana Foodways Alliance (IFA). Diners using the passport to check-in to three restaurants on the trail during Porktober received an exclusive pair of “It’s a Pig Deal” socks.



HOLIDAYS

Dec. 1-31 of the “IN Indiana” campaign. The Holiday campaign did exceptionally well. In terms of cost to reach people, cost per click, and general attention around a campaign, all indicators were above average. Website traffic also performed very well at launch, and continued to remain strong throughout the month of December.



WINTER

Jan. 1-31 of the “IN Indiana” campaign. The Winter advertising continued to perform well with low cost per click and strong attention around the campaign. Website did not perform as well as the Holiday campaign, but was consistent throughout the month of January, with an immediate and significant boost at the launch of the Pie-to-Pi campaign in January.



STICKERS

Lt. Gov. Suzanne Crouch and the IDDC debuted a new sticker app on January 18th 2023, which features an extensive customizable toolkit of free resources. The IN Indiana Sticker App allows users to show off their Hoosier pride via dynamic and animated Indiana stickers which can be added to text chats and social posts.



TALENT ATTRACTION CAMPAIGN

The IDDC ran a talent-focused advertising campaign to help attract talent to the Indiana job market. In 2022, the campaign generated over 3.7 million impressions from the following mediums: Google & YouTube, Meta, LinkedIn, Simpli.fi, DOOH and various streaming platforms.



MARKETING EFFORTS

PIE TO PI DAY

The IDDC and the Indiana Foodways Alliance invited pie lovers to get a slice of the action with the annual "Pie Day-to-Pi Day" celebration and contest from Jan. 23, 2023 (National Pie Day) through February (National Pie Month) to March 14, 2023 (Pi Day).

PIE
DAY to
PI DAY



ECLIPSE

The IDDC launched a countdown to the 2024 solar eclipse microsite in April 2023. The microsite serves as a hub of information where visitors can discover information about the eclipse, the best places to view the eclipse and eclipse related events throughout the state.



HOME AGAIN IN INDIANA

LAUNCHED APRIL 2023

Video series that shares the stories of Hoosiers who explored life outside of the state and found that Indiana was the best place to live work, play, and raise a family.

Impressions: 2,588,116 YouTube Video Views: 437,910
Video Views: 435,004 www.visitindiana.com/homeagain

Home Again
INDIANA
HOOSIER VIDEO SERIES



INDIANA STATE NATURE PASSPORT

RELAUNCHED APRIL 2023

This passport includes over 80 outdoor locations to explore. It's free to sign up. All you need to do is check in to one of the passport locations, and you are on your way to earning prizes. The more you visit, the more you win.

Sign Ups: 2,881 Marketing Opt-Ins: 2,498
Check Ins: 3,046 Prizes Earned: 2,523
Locations: 82 www.visitindiana.com/homeagain



INDIANA STATE CULINARY TRAILS PASSPORT

RELAUNCHED JANUARY 2023

Following 21 Indiana Culinary Trails from Indiana Foodways Alliance is a great way to discover the flavors and culture in Indiana communities big and small.

Sign Ups: 2,766 Marketing Opt-Ins: 2,402
Check Ins: 2,487 Prizes Earned: 75
Locations: 112 <https://www.visitindiana.com/indiana-passports/culinary-passport/>



ARTS AND CULTURE PASSPORT

LAUNCHED JUNE 2022

From museums and galleries to theatres and music venues to everything in between, the Indiana Arts & Culture Passport is your guide to the places, people, and history that are the fabric of the Hoosier State.

Sign Ups: 3,027 Marketing Opt-Ins: 2,487
Check Ins: 1,914 Prizes Earned: 802
Locations: 183 <https://www.visitindiana.com/indiana-passports/arts-culture-passport/>



PETE DYE GOLF COURSE PASSPORT

LAUNCHED MARCH 2022

The trail brings together a combination of challenging golf experiences and unique destinations. This collection of courses will challenge your game with signature Pete Dye design elements like bunkers, small greens, and the use of railroad ties.

Sign Ups: 452 Marketing Opt-Ins: 321
Check Ins: 650 Prizes Earned: 17
Locations: 7 <https://www.petedyegolftrail.com/trail-challenge/>



COLLEGE LIFE

RELAUNCHED JANUARY 2023

The College Life IN Indiana Passport is a college student's guide to over 150 destinations and excursions across the state that will provide entertaining and thrilling experiences. Not only will this enhance the overall student-life experience, but it will also provide valuable insights into what life is like in Indiana after graduation.

Sign Ups: 663 Marketing Opt-Ins: 417
Check Ins: 285 Prizes Earned: 82
Locations: 7 <https://www.visitindiana.com/indiana-passports/college/>





ACTIVATIONS

AWARDS AND HONORS

- IDDC CEO Elaine Bedel received 2022 Indiana Chamber Bayh-Lugar Government Leader Award, which honors state officials leading the charge in bolstering Indiana's interests in new and innovative ways. Bedel was selected for her efforts to attract and retain talent in Indiana and support state tourism through the "IN Indiana" campaign.

- IDDC was awarded four MarCom Awards in the international creative competition for marketing and communication professionals. Awards include three Platinum (highest) awards



for the IN Indiana open-source campaign and the Pie Day-to-Pi Day campaign, as well as one Gold (second highest) award in marketing for the 'There is More to Discover IN Indiana' tourism video.

- The Will Koch Indiana Tourism Leadership Award is presented annually and is the highest tourism honor given by the state. The award is named for the late Will Koch, long-time owner and president of Holiday World & Splashin' Safari. Visit Indiana, and the Koch family established the honor to pay tribute to Koch's many meaningful contributions to tourism, business and society.



- Betty Cash received the Visit Indiana Leadership Award. After seven years as the executive director, she retired from the Perry County Convention & Visitors Bureau. IDDC also presented 16 tourism industry representatives with a Hoosier Hospitality Award for their high level of service in tourism-related jobs at hotels, restaurants, attractions and other destinations.



IN INDIANA WEEK

This week aims to educate the public about the importance and impact of travel and tourism. The Office of Lt. Governor Suzanne Crouch and the Indiana Destination Development Corporation partnered with the Indianapolis Motor Speedway, Indiana Department of Natural Resources, Indiana Foodways Alliance and Lincoln Amphitheatre to do outreach in out-of-state markets and promote Indiana's tourism industry.

- Monday, May 8: Chicago
- Wednesday, May 10: St. Louis
- Friday, May 12: Louisville

IN INDIANA DAY

IN Indiana Day was August 7, 2022, at the Indiana State Fair. IDDC partnered with several destination marketing organizations around Indiana. Our goal was to showcase Indiana's assets.



MEDIA MARKETPLACE AT TCM

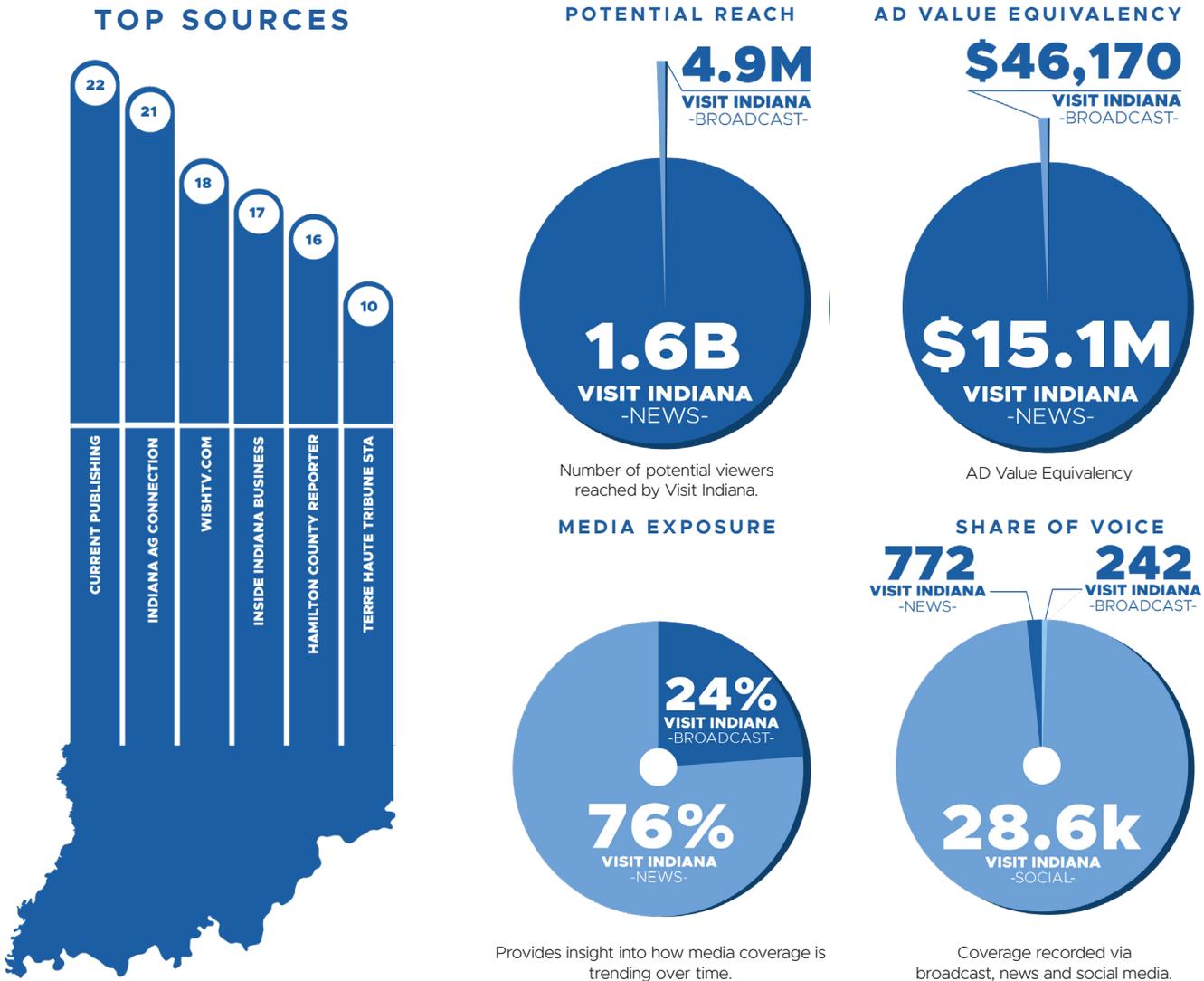
IDDC hosted a FREE Media Marketplace on March 13th, 2023, at the world-renowned Indianapolis Children's Museum. Journalists had a chance to speak with more than 40 travel destinations across the Hoosier State to help tell Indiana's authentic story and seize the opportunity to ask questions, uncover new perspectives, and share professional passions on travel.



EARNED MEDIA

Top Sources chart below provides insight of media coverage from media outlets for 2022 calendar year.

Example: 21 mentions from Indiana AG Connection. The Advertising Value Equivalency (AVE) helps to place a monetary value on media coverage.



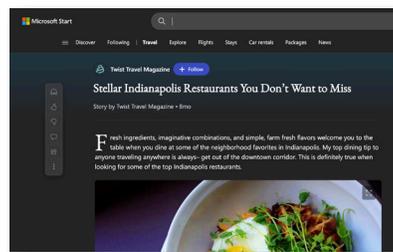
TURNER

2022 Calendar Year

Worked with Turner to increase media exposure through proactively pitching stories to reputable reporters

TURNER Coverage

- Contract to Date Circulation/Viewership: **685,358,000**
- Contract to Date Number of Articles Published: **20**
- AVE (advertising value equivalency) is **\$6.339M**

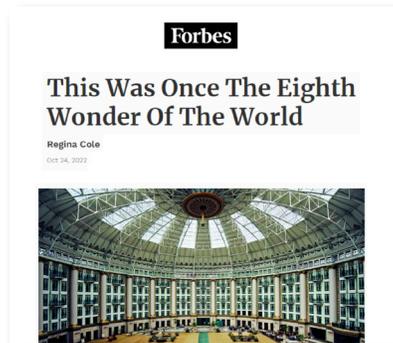


Geiger & Associates

public relations

2022 Calendar Year

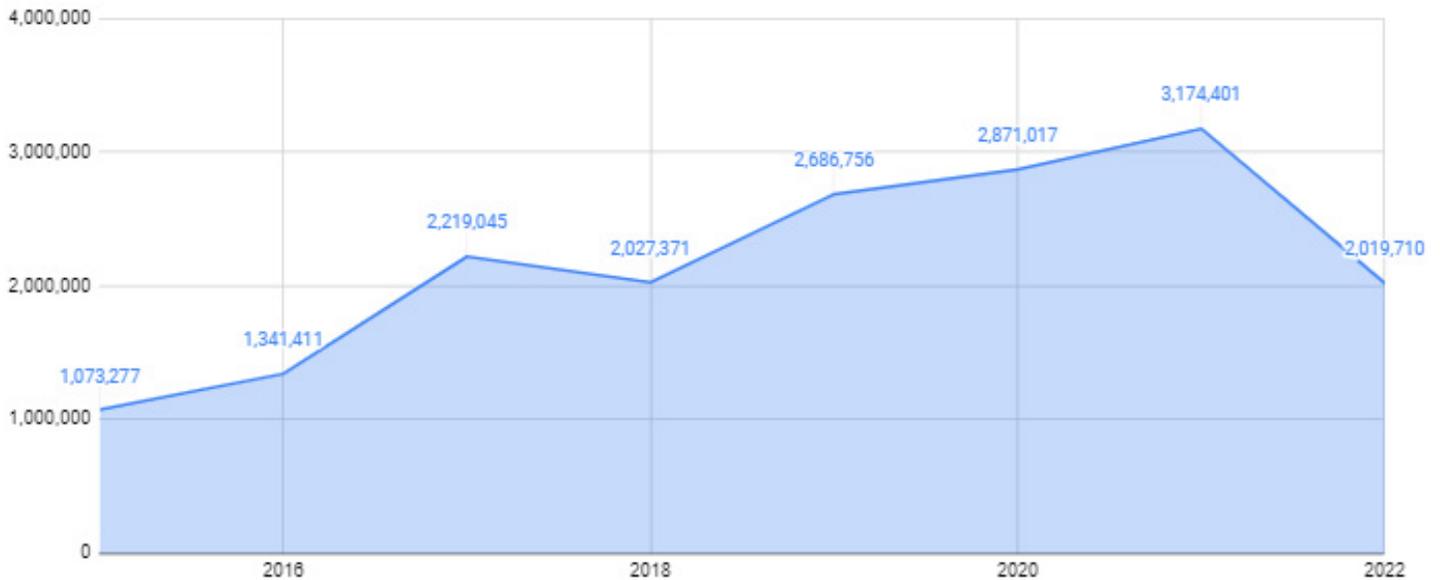
- Worked with Geiger & Associates public relations to increase media exposure through organizing media trips to Indiana.
- August media trip took place in the Northern Indiana region.
- October media trip took place in the Southern Indiana region.
- Participating media trip sponsors: **86** (restaurants, attractions and hotels)
- Media participation: **27** journalists attended 2022 media tours.
- Cumulative number of articles published 2022 following media trips: **54**
- Media reach: **431M** consumers reached by earned media.
- Advertising Value: **\$1.027M** in advertising equivalency in earned media.



OWNED DIGITAL MEDIA

- EARNED: 1,014 Media Hits
- AVERAGE: 1.6M
- POTENTIAL REACH: 1.6B

VISITINDIANA.COM SESSIONS BY CALENDER YEAR



WEB TRAFFIC GENERATED BY SOCIAL MEDIA BY CALENDER YEAR



f FACEBOOK
2022 - **67,259,376** Impressions

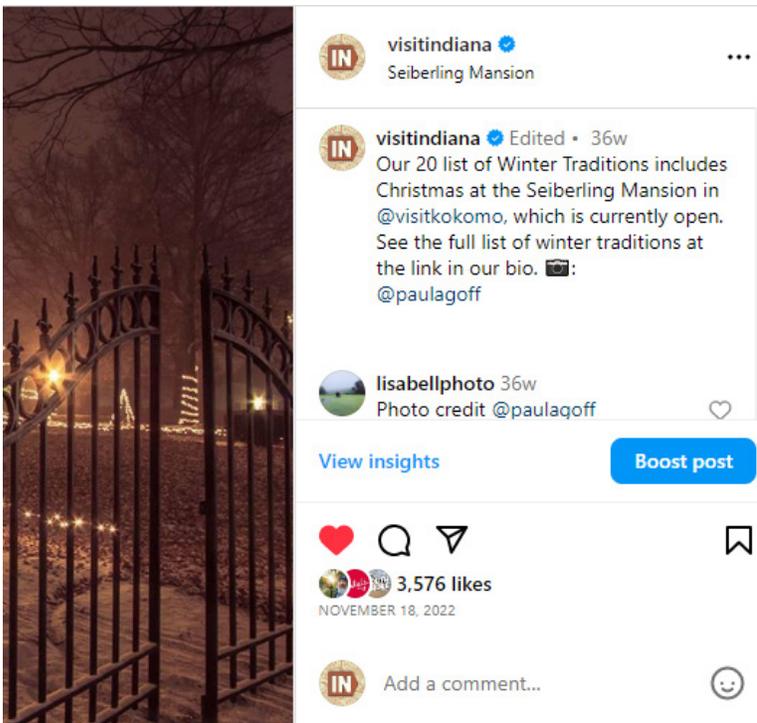
i INSTAGRAM
2022 - **21,470,000** Impressions

t TWITTER
2022 - **6,058,799** Impressions

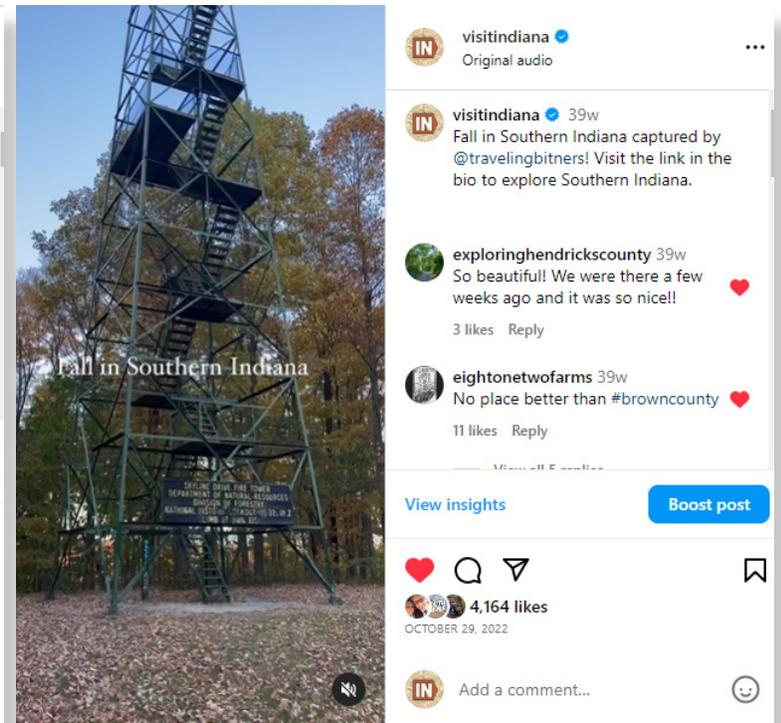
#1 Post On Visit Indiana Instagram 64K Reach



#2 Post On Visit Indiana Instagram 51K Reach



#3 Post On Visit Indiana Instagram 48K Reach



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